BUSINESS JOURNALISM MAJOR, B.A.

Contact Information
School of Media and Journalism
www.mj.unc.edu (http://www.mj.unc.edu)
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Stock market swings on Wall Street, changes in how corporate America operates and is governed, and fluctuations in the United States and global economies have left many journalists and communication professionals scrambling to improve their skills to cover such stories. The bachelor of arts with a major in business journalism teaches undergraduate students the concepts, skills, and techniques needed to report and write about such issues for media and journalism in the 21st century. It is the only such program in the University system and the only such undergraduate program at any public university east of the Mississippi River.

The School of Media and Journalism, in conjunction with the Kenan–Flagler Business School, created the major in business journalism to enable potential journalists and other communication professionals to address the growing need for understanding how markets and business work and the ability to explain these increasingly complex areas in a way that the average media consumer can understand. The program prepares undergraduate students for positions primarily in journalism but also in public relations and internal communications.

Admission Requirements
Students must apply within the School of Media and Journalism. Applications will be accepted in the fall only. The earliest students may apply is the fall of their sophomore year. Because admission to the major is by application only, students should provisionally declare reporting as their intended specialization in the school with an advisor in the Academic Advising Program. To enter the program, students must be classified as a sophomore with a total of 45 or more completed hours the fall following their application and have a cumulative grade point average of 3.1.

Students must provide the following documents:
1. application
2. résumé
3. writing sample
4. 200-word statement explaining why they want to join the program
5. two letters of recommendation

Department Programs
Majors

Requirements
In addition to the program requirements listed below, students must

- attain a final cumulative GPA of at least 2.0
- complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
- take at least half of their major course requirements (courses and credit hours) at UNC–Chapel Hill
- earn a minimum of 18 hours of C or better in the major core requirements (some majors require 21 hours).

For more information, please consult the degree requirements section of the catalog (http://catalog.unc.edu/undergraduate/general-education-curriculum-degree-requirements/#degreerequirementstext).

Core Requirements
BUSI 101 Management Accounting 4
BUSI 403 Operations Management 3
BUSI 404 The Legal and Ethical Environment of Business 1.5
BUSI 408 Corporate Finance (BUSI 101 and ECON 101 are prerequisites) 3
MEJO 121 Introduction to Digital Storytelling 3
MEJO 141 Media Ethics 3
MEJO 153 Writing and Reporting 3
MEJO 340 Introduction to Media Law: Journalism Focus 3
MEJO 541 Economics Reporting 3
MEJO 542 Business Reporting 3
MEJO 550 Business and the Media 3

Additional Requirements
At least two courses from:

BUSI 401 Management and Corporate Communication
BUSI 405 Leading and Managing: An Introduction to Organizational Behavior
BUSI 406 Marketing
BUSI 407 Financial Accounting and Analysis

Minor
- Media and Journalism Minor (http://catalog.unc.edu/undergraduate/programs-study/media-journalism-minor)

Certificate Programs
- Certificate Programs in Media and Journalism (http://catalog.unc.edu/undergraduate/programs-study/certificate-programs-media-journalism)

Graduate Programs
- M.A. in Mass Communication (http://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext)
- Ph.D. in Mass Communication (http://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext)
- M.A. in Technology and Communication (http://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext)
An honors program is available to students who have demonstrated their ability to perform distinguished work. Invitation to the senior-level honors program in Media and Journalism for graduation and in the total 120 credit hours required by the University.

Students have several opportunities to take the usage and grammar examination before they graduate. To receive a bachelor of arts degree with a major in business journalism, students must achieve a score of at least 70 percent on the school's usage and grammar examination. Students are encouraged to study abroad. In addition to the programs available to all students through the UNC Study Abroad Office, the school has its own study abroad exchanges with top media and journalism schools in Australia, Argentina, Chile, France, Hong Kong, London, and Spain. Students should consult with the school's study abroad advisor (located in Carroll Hall) to determine any media and journalism course credit prior to the study abroad term.

MEJO 393 fulfills the experiential education General Education requirement. The school's career services director oversees internship credit. MEJO 393 cannot be counted in the minimum of 39 credit hours required by the school, but it will count in the maximum of 48 credit hours allowed in media and journalism for graduation and in the total 120–credit hours required by the University. MEJO 153 is a prerequisite.

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Undergraduate Scholarships
Many special scholarships are available to media and journalism majors and to students transferring into the school. For information, see the school’s Web site (http://mj.unc.edu) or write the senior associate dean of the school by December 1 for the following academic year.

Undergraduate Research
Undergraduates participate in research through a research pool that assists faculty members in their research and creative activities, through independent studies with faculty members to work on specific projects, and through the school’s honors program, which engages the student in substantive research that culminates in a thesis in the senior year.